

From: Phil Percival (CSI)
To: Microsoft ATR
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Subject: Opinion on decision against Microsoft

When does a capitalist become a monopolist? When the competition fails to take advantage of the same oportunities. Why should the successor be punished for the continued failings of others. And there's the argument, are the continued failings of the other competitors a result of a concious effort by Microsoft to stifle or is it a result of something else...

Microsoft have cornered the market by taking advantage of early opportunity, and continuing with a superior marketing strategy. While they may not have the best technical product they do have a more readily available, supportable and presentable product.

Back when the Unix gurus of the world were hiding in main-frame basements churning out enhancements to an already superior operating system, Microsoft was exploiting a virgin personal computer market. If only Red-hat and the other UNIX vendors had been around 20 years ago. If only the conceited, self-absorbed Unix developers of the late eighties/early nineties had been a little more business minded and less ignorant...

Then of course Apple came along with their high priced, rigid operating system and hardware attitudes offering incentives to universities and schools but missing the point when it came to the "average user" market - and still missing the point to this day, surviving only on marketing brilliance in the US.

We owe Microsoft for pushing hardware and software technology forward. That a lot of the momentum of the computer software and hardware technology surge has happened because of them is unquestionable. But that technology is not necessarily owned by Microsoft and thanks in some part to them is available freely to the world - hardly a monopoly.

Now is the perfect time for Unix vendors to capitalise on their superior OS technology but first they have to loose their non-constuctive "anti-microsoft-Unix-is-GOD" attitudes and produce better software for the lamen. They seem to be heading in that direction but with a total lack of standardisation I fear that direction is somewhat

non-linear.

I can only hope that it wont take a further twenty years for a "Windows" based Unix OS to be competative - Red-Hats buggy "MS Windows-like" desktop is almost there - if they could only improve Unix's hardware support and plug-play strategies...

As for Apple.... I'm afraid they just don't seem to get it, you can only "create" a market for so long; maybe if they combined their existing OS technology with the more versatile Unix technology and concentrated on software rather than hardware they could move with the market rather than tangential to it.

Regards
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